

MONTANA HISTORIC PROPERTY RECORD
For the Montana National Register of Historic Places Program and State Antiquities Database

Montana State Historic Preservation Office
Montana Historical Society
PO Box 201202, 1410 8th Ave
Helena, MT 59620-1202

Property Address: **209 3rd Avenue North**

Historic Address (if applicable): **NA**

City/Town: **Lewistown**

Site Number: **24 FR 1100**

(An historic district number may also apply.)

County: **Fergus**

Historic Name: **Georgiann Theatre, Fergus Theater**

Original Owner(s): **Weidman Brothers**

Current Ownership ☒ Private ☐ Public

Current Property Name: **Cloyd Funeral Home**

Owner(s): **Jerry Cloyd**

Owner Address: **812 7th Ave N.
Lewistown, MT 59457-2535**

Phone:

Legal Location

PM: **Montana** Township: **15N** Range: **18E**

NW ¼ SW ¼ NE ¼ of Section: **15**

Lot(s): **Unknown**

Block(s): **Unknown**

Addition: **Unknown** Year of Addition:

USGS Quad Name: **Lewistown** Year: **1985**

Historic Use: **Theater**

Current Use: **Funeral Home**

Construction Date: **1950** ☐ Estimated ☒ Actual

(source: Lewistown HPO)

☒ Original Location ☐ Moved Date Moved:

UTM Reference www.nris.mt.gov/topofinder2

☐ NAD 27 ☒ NAD 83 (preferred)

Zone: **12** Easting: **619439** Northing: **5213755**

National Register of Historic Places

NRHP Listing Date:

Historic District:

NRHP Eligible: ☐ Yes ☒ No – evaluated individually under C only

Date of this document: **February 1, 2010**

Form Prepared by: **Diana J. Painter, PhD**

Address: **3518 N. C Street, Spokane, WA 99205**

Daytime Phone: **(707) 364-0697**

MT SHPO USE ONLY

Eligible for NRHP: ☐ yes ☒ no evaluated individually under C only

Criteria: ☐ A ☐ B ☐ C ☐ D not evaluated under A,B, or D

Date: 11/16/2010

Evaluator: Kate Hampton

Comments: may be a contributor within a potential historic district.

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Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**

ARCHITECTURAL DESCRIPTION

X See Additional Information Page

Architectural Style: **Streamline Moderne** If Other, specify:

Property Type: **Commercial** Specific Property Type: **Funeral home**

Architect: **Unknown** Architectural Firm/City/State:

Builder/Contractor: **Unknown** Company/City/State:

Source of Information:

Location and setting. The Cloyd Funeral Home, which was built by the Weider Brothers as the Georgiann Theatre in 1950, is a one-and-two-story building with a slightly irregular footprint and a combination of gabled and flat roofs (*source: Montana Office of Historic Preservation*). It is located on the northwest corner of a block bounded by 2nd Avenue North, W. Broadway Street, 3rd Avenue North, and W. Washington Street in Lewistown, and occupies roughly one-quarter of the block. An accessory structure is located on the east side of the lot, which backs up against a waterway. The building is oriented to the southwest and faces onto 3rd Avenue North. It is located within a transitional area between the commercial core of Lewistown and a residential neighborhood, and faces the downtown post office.

Materials. The building is brick masonry construction with large-scale bricks on the main body of the building, and small colored bricks in a running bond pattern primarily on the public sides of the building. It has a concrete foundation and the gable roof is finished in corrugated metal. Additional materials include contemporary corrugated metal within the gable end on the front façade; decorative concrete forms in the stepped tower and bands on the front façade; and glass block. The accessory structure is wood-frame construction with horizontal wood and corrugated metal siding, with both wood and contemporary overhead garage doors.

Massing and design. The main body of the Cloyd Funeral Home is a gabled structure with a low-pitched roof that occupies the southeast corner of the lot. It has an enclosed gable face that is clad in contemporary corrugated metal and finished with a galvanized metal coping. A shorter gabled end that houses the main entry to the funeral home is located on the right (south) front façade. This was formerly the main entrance to the theater. A shorter flat-roof portion of the building extends to the left (north). This is occupied by three tenant spaces in two bays. The two bays display canted faces under a straight soffit that covers the entry. An exterior stair on the north side façade accesses a second story or possibly a mezzanine at about the mid-point of the building. The southeast corner of the main building has a rounded corner.

West façade. The west façade of the building is finished in multi-colored structural brick in a running bond pattern. A concrete lintel covers the canted, recessed entry. Three projecting bands with a similar appearance as the one over the entry are located on the upper portion of this façade, whose central feature is a concrete marquee-like feature at the top of the gable that extends above the roofline of this gable face. A sign with free-standing letters is located on the face of the building below the tower. Another sign with freestanding letters is mounted on a support above the lintel. The main entry to the building has been renovated. The lower portion of the entry is enclosed with new brick. Quarter-round planters in this area are also of new brick. To the left of the entry area within the canted face are three vertically-oriented windows with amber glass, two with wood frames and one with aluminum. Flanking the door, which features diamond-shaped lights, are new windows with eight lights each in textured and etched glass in wood frames with brick sills. To the right of the entry and on either end of this bay are indented areas that likely contained frames for movie posters.

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Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**

ARCHITECTURAL DESCRIPTION

To the left of the original theater, in a one-story extension set back from the main building façade, are the tenant spaces. The middle tenant space, which is recessed with a canted bay, is a single door with an anodized aluminum frame, full-height glass, and a transom with an air conditioner is located. To the right of this door are two small awning-style windows with brick sills and an additional opening (not original) with a vinyl frame that holds an air conditioning unit. To the left of the door are two nearly square, fixed light windows in aluminum frames. Below these windows is a contrasting brick spandrel.

On the far left of this façade are two tenant spaces in the center of this recessed area with canted bays. The doors to each space are adjacent to one another in the center of this bay. Each door displays a full-height glass and an enclosed transom with an air conditioning unit. Flanking these two doors are two square windows with single fixed lights. Below the windows to the right is a contrasting brick spandrel. Two horizontal projecting bands that mimic the bands on the right side of the building extend across the upper portion of this façade. Brick pilasters enframe these tenant spaces. The cornice here is brick. A lighted blade sign extends from the face of the building on the far left side and a barber pole is mounted near the northwest corner.

North façade. The west side of the north façade displays two glass block windows with rounded 'surrounds' in the smaller brick, in contrast with the larger brick that occurs on most of this façade. The central portion of this facade steps back slightly and has a deep recess at both the upper and lower levels with several doors into the building on the west, south, and east faces within the recess. Two-over-two light-windows with steel frame and concrete lintels are located on the main face of the façade here at the upper and lower level. A wood stair with a simple wood rail, simple wood supports, and a roof covered with fiberglass accessing the second level entries.

A tall exterior chimney stack is located within the setback between the central and the rear portions of this façade. To its right, on the east-facing façade, are two windows, one on each floor, both with concrete lintels. The lower window has two-over-two-lights and is partially enclosed. The upper window is long, with a horizontal orientation. The rear portion of the north façade has a secondary entry with a flush entry door with glass block sidelights. It is covered by an enclosed gable supported by square metal posts. To its left are two large, horizontally-oriented glass block windows with similar surrounds as the other glass block windows. Lastly, on the far east side of this façade, is a large overhead garage door with eight small lights in the upper portion. A large vent is located above this door.

East façade. The east or rear façade of the building is solid brick to the level of the side walls. Above this is a stepped parapet of concrete block. There is one small opening, which is a glass block window within a rounded portion of the façade here, on the southwest corner.

South façade. The south façade of the building faces an alley and parking area for the neighboring property. This façade has a garage entry with an overhead door and a vent above, similar to the opening on the opposite side of the building. Near the center is a double, flush door surmounted by a small closed gable supported by brackets. To the right of this entry are two small glass block windows. Two windows with brick sills and surrounds and aluminum frames are located on the upper part of this façade. Near the front of the building on this façade is a recessed panel that once held movie posters or announcements.

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Property Name: **Cloyd Funeral Home**

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ARCHITECTURAL DESCRIPTION

Landscaping and site features. The site has a small parking area on the north side of the building. A dirt and gravel driveway encircles it. The site is enclosed on the back, east edge by a picket fence. The area beyond the fence is heavily vegetated with mature trees along a waterway. Adjacent to the driveway on the south side of the building is an open parking area for the neighboring business.

Accessory structure. The accessory structure on the property is located behind the main building and in back of the side property line on W. Washington Street. It is one story with a shallow-sloped shed roof that slopes down to the west and has narrow eaves and exposed rafters. It is a wood-frame structure with rustic horizontal wood siding on the north, east and south facades, and contemporary corrugated metal on the west side. The foundation is concrete and the roof is asphalt shingle. A contemporary overhead garage door with four lights is located on the front, north façade. A wood paneled, overhead door with six square lights is located on the rear, south façade. There is a paneled door with a single light in the upper portion in the middle of the east façade. A small window located on the west façade. The building use is unknown. Additionally there is a small, brick, outdoor fireplace to the east of the garage.

Changes over time. The building has changed owners three times and uses twice. It was converted from a theater to a funeral home in 1961. Changes apparent on the building today include the following. Any hardware or enclosures for movie posters have been removed, although the recessed areas in the masonry remain. The entry to the theater has been renovated. It is infilled with brick and two quarter-round, built-in brick planters that are located to each side of the entry door. New windows here have eight lights with etched and frosted glass. The three tenant spaces each have their transom windows above the door infilled with wood and a small air-conditioning unit added. Corrugated metal siding has been added at both gable ends. Some windows have been replaced. The garage doors may have been added when the building was converted to a funeral home. The large chimney stack was likely also added at this time.

Architectural Context

The building displays references the Art Deco and related Streamline Moderne style. The stepped tower on the front façade is reminiscent of some of the very elaborate and ornate movie theaters of the 1920s, which often incorporated this type of feature in conjunction with a marquee. Other architectural detailing on the building is more reminiscent of the Art Moderne or Streamlined Moderne style. This would include the horizontal banding on the front façade, the rounded corner on the building on the southwest corner, and the use of glass block with the 'rounded' surround. Inspired by the industrial design profession, design features of the Streamline Moderne style included rounded an irregular, asymmetrical form; flat roofs and parapets; the use of porthole windows, reminiscent of an ocean liner; horizontal lines in railings and projecting bands; glass block windows; and rounded corners and other features meant to evoke a sense of movement. Although the style is most typically associated with commercial buildings of the 1930s, it continued to be seen into the 1950s (*Gebhard, 1996:14*).

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Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**

HISTORY OF PROPERTY

☐ See Additional Information Page

The building was constructed as the Georgiann Theatre by the Weisman Brothers in 1950 (*Source: Montana Office of Historic Preservation*). In the mid-1950s it became the Fergus Theater ("*History*" *Cloyd Funeral Home and Cremation Service*). It was purchased by Dr. Wallace W. Cloyd and remodeled for a funeral home in 1961. At that time a newspaper article announced that the theater portion would be turned into a mortuary to be operated by Jerry Cloyd. It was also noted that the tenant spaces would be occupied by a supply firm, a real estate office, and an optometry office (*The Billings Gazette*, 1961:22). It opened on October 1, 1961 and was operated by Jerry Cloyd and his uncle Wesley Cloyd. They have occupied the building ever since. Today the three tenant spaces are occupied by small businesses.

Before the theater was constructed here, and as late as 1943, a residence was located on the property (*Sanborn Fire Insurance map, 1943*).

INFORMATION SOURCES/BIBLIOGRAPHY

☐ See Additional Information Page

"Farmers Now Outnumbered By Government Employees," *The Billings Gazette*, June 4, 1961:22.

Gebhard, David, *The National Trust Guide to Art Deco in America*. New York: John Wiley & Sons, Inc., 1996.

"History," *Cloyd Funeral Home and Cremation Service*.

http://www.cloydfuneralhome.com/cloyd/index.php?option=com_content&view=article&id=8&Itemid=9 downloaded January 29, 2010.

"Lewistown Reports Construction Boom," *The Billings Gazette*, June 16, 1961:22.

Sanborn Fire Insurance maps, 1901, 1908, 1913, 1916, 1922, 1922 updated to 1943.

Sievert, Ellen and Ken, *A Guide to Historic Lewistown*. Montana Mainstreets, Volume 3. Helena: Montana Historical Society Press, 1999.

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Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**

NATIONAL REGISTER OF HISTORIC PLACES

NRHP Listing Date:

Evaluated individually under C only – more research required to determine eligibility under A, B, or D or as a contributor within a potential historic district

NRHP Eligibility: ☐ Yes ☒ No ☒ Individually ☐ Contributing to Historic District ☐ Noncontributing to Historic District

NRHP Criteria: ☐ A ☐ B ☐ C ☐ D

Area of Significance: **NA** Period of Significance: **NA**

STATEMENT OF SIGNIFICANCE

☐ See Additional Information Page

This building has lost the association with its early use as a movie theater. While the building was only used as a theater for eleven years, it is clear that it was purpose-built for this use, evidenced primarily by the marquee over the front entry and 'built-in' (recessed) locations for posters on the building facades. The front entry, which would have been far more transparent, originally, has been modified. The indentations that held posters are still extant, but not used today. There is no ticket booth or window (although it is not known where that was historically), and the signage would likely have been more elaborate. Features that have been added to in the conversion to a funeral home are likely the garage doors and the tall chimney stack.

Unusual features on the building include the fact that the Streamline Moderne style is translated here in multi-colored brick. It is challenging to translate the smooth surfaces and 'hidden' structure of the typical Moderne building in large bricks, evidenced here by the fact that standard-sized bricks were used here to create the architectural detailing.

Another unusual feature of this building is that the theater, which is typically a free-standing building, is integrated with three small tenant spaces. This continues to be the case today.

INTEGRITY

☐ See Additional Information Page

The change in use for the building has required too many modifications to retain the association necessary between the building and the original use. The building displays integrity of location, setting, materials, and workmanship. It does not retain integrity of design, feeling or association. The building therefore retains some integrity, but does not retain sufficient integrity to be listed individually in the National Register of Historic Places under Criterion C, in this author's opinion. It may be of local historic interest, and further research is required to determine its eligibility under A, B, or D. It may also contribute to a potential historic district.

MONTANA HISTORIC PROPERTY RECORD
PHOTOGRAPHS

Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**



Description: **West (front) façade of primary bay and portion of south façade; detail of entry**



Description: **West façade, middle tenant space**

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PHOTOGRAPHS

Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**



Description: **West façade, north tenant space**



Description: **North (side) façade**

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PHOTOGRAPHS

Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**



Description: **South façade (with portion of west façade)**



Description: **North façade, accessory structure**

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PHOTOGRAPHS

Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**



Description: **Rear (east) façade, main building and accessory structure**

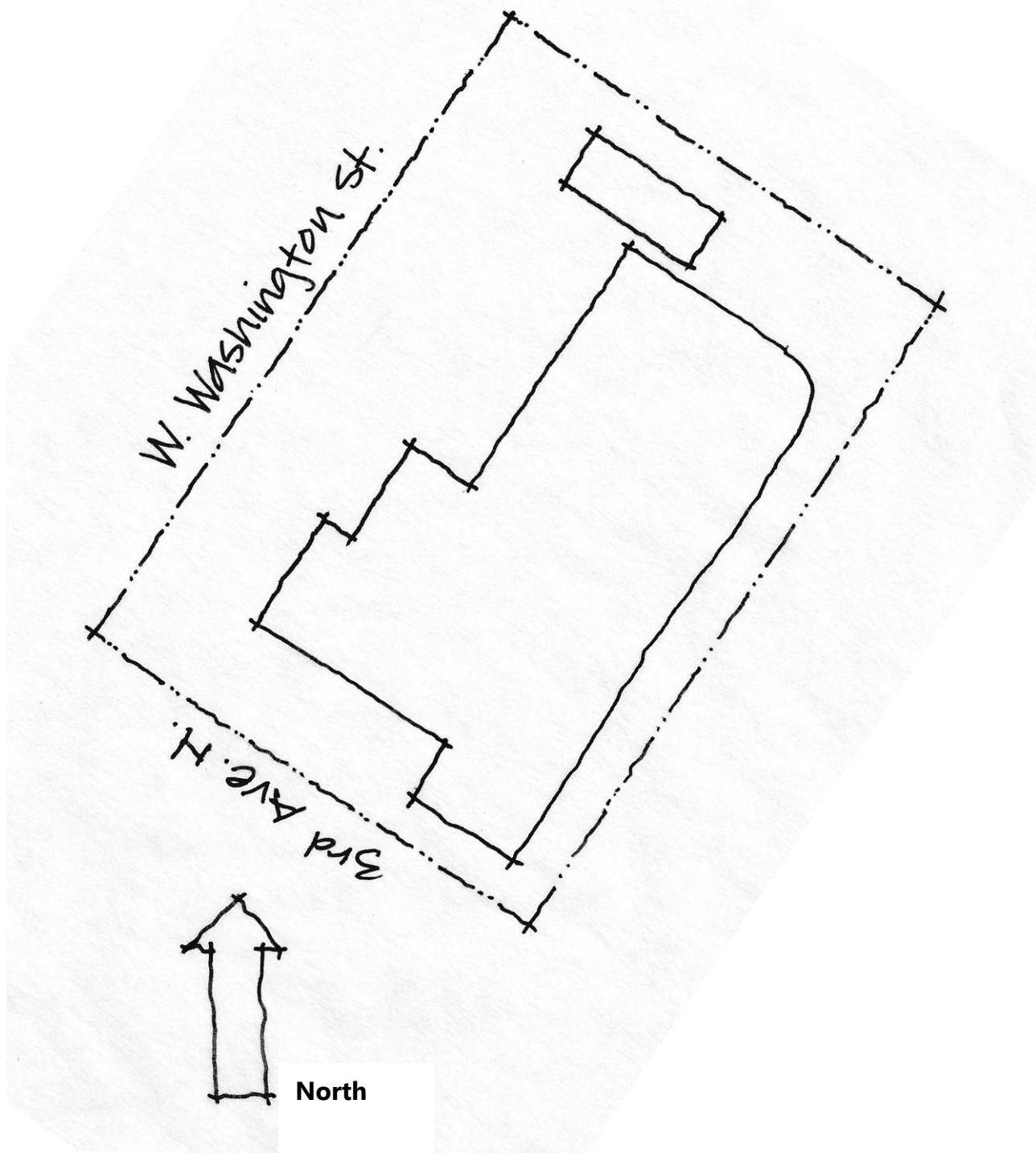


Description: **Detail, southeast corner of building; detail, southwest corner of building**

MONTANA HISTORIC PROPERTY RECORD
SITE MAP

Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**



MONTANA HISTORIC PROPERTY RECORD
TOPOGRAPHIC MAP

Property Name: **Cloyd Funeral Home**

Site Number: **24 FR 1100**

